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Waterfront Concept

- ▶ *Land Use & Zoning*
- ▶ *Water Surface Use & Harbor Management*
- ▶ *Preservation & Conservation*
- ▶ *Public Access, Recreation & Education*
- ▶ *Circulation, Mobility & Transportation*
- ▶ *Economic Development*

Land Use & Zoning

The land use concept for the Greece waterfront areas focus on environmental protection with responsible development and enhanced recreational areas (see Figures). Development opportunities in the coastal waterfront area (Lake Ontario) are limited to infill and rehabilitation development. The coastal waterfront area is a unique environmental treasure consisting of hundreds of acres of wetlands and rare and endangered animal and aquatic life. The concept aims at protecting environmentally sensitive areas from inappropriate development, enhancing and expanding recreational opportunities and creating a livable community which protects private properties.

The inland waterfront area (Erie Canal) has development opportunities that do not exist within the coastal waterfront area. The *New York State Canal Recreationways Plan*, the *Regional Erie Canal Corridor Plan* and the *Greece Erie Canal Plan* all recommend a land use strategy along the Erie Canal that preserves the Canal's most valuable assets, its open space and cultural remnants, while identifying key locations to develop lively and active visitor and user support centers.

Land Use Concepts

General approaches to establishing land use and policy recommendations were determined early in the waterfront planning process to create a framework for recommendations. The land use concepts included the following general categories, special projects and implementation tools.

Land Use Categories

- ▶ Critical Environmental Areas
- ▶ Conservation & Passive Recreation Lands
- ▶ Parks & Active Recreation
- ▶ Neighborhoods/Housing
- ▶ Commercial/Retail
- ▶ Mixed Use
- ▶ Business/Industry

Special Projects

- ▶ Edge Definition, Gateways & Signage
- ▶ Neighborhood Centers
- ▶ Public Access/Recreational Improvements
- ▶ Tourism Infrastructure
- ▶ Circulation Infrastructure

Implementation Tools

- ▶ Master Plan Updates
- ▶ Zoning Ordinance
- ▶ Overlay Protection Zones
- ▶ Design Districts
- ▶ Incentive Programs

Water Surface Use & Harbor Management

The Greece waterfronts are active recreational destinations for both residents and visitors. Activities such as canoeing, kayaking, fishing, wind surfing, jet skiing and boating are all water dependent recreational activities that take place in the Greece waterfront areas. Water surface use and harbor management regulations will help protect environmentally sensitive land and waterways, will help reduce or eliminate conflicting water related recreational activities and will help guide capital improvements.

Water Surface Use Concepts (See attached Land & Water Use Concept Map)

Water surface use concepts were developed to guide policy and project recommendations. The following general water use categories, projects and implementation tools were identified.

Water Surface Use Categories

- ▶ Critical Environmental Areas
- ▶ Conservation & Passive Recreation
- ▶ Navigation Channels and Fairways
- ▶ Boat Storage & Docking (Wet & Dry)
- ▶ Special Anchorage Areas
- ▶ Active Recreational Use
- ▶ Commercial/Retail/Industrial Use

Special Projects

- ▶ Navigation Aids
- ▶ Maintenance Dredging
- ▶ Breakwalls & Structural Protections
- ▶ Public Docks
- ▶ Public Access Sites

Implementation Tools

- ▶ Master Plan Update
- ▶ Zoning Ordinance
- ▶ Harbor Management Plan
- ▶ Docking Ordinance
- ▶ Dredging Plan

Preservation & Conservation

The Greece waterfront areas consist of environmentally sensitive land and waterways that require a high level of protection, in particular the coastal waterfront area (Lake Ontario area). Preservation and conservation is and will continue to be critical to the health and, ultimately, the survival of the habitats in the waterfront area. In 1982 the Braddock Bay Fish and Wildlife Management Area (BBFWMA) was created to assure that the valuable wetlands are effectively and efficiently managed and developed (Carroll 1980). The management area consists of 2500 acres and the plan is updated every five years. As part of the waterfront concept the Braddock Ponds Natural Heritage Area or “no new growth area” is proposed. The Braddock Ponds Natural Heritage Area is consistent with much of the Braddock Bay Fish and Wildlife Management Area and is aimed at protecting environmentally sensitive land from direct adverse effects of development. A conceptual approach to environmental conservation was identified to include the following elements.

Braddock Ponds Natural Heritage Area

- ▶ “No New Growth” Area
- ▶ Interpretation, Recreation & Visitor Improvements
- ▶ High Level Preservation/Protection Techniques

Conservation Strategy

- ▶ Identification of Conservation Corridors
- ▶ Open Space Plan (Perinton Model)

Scenic Resource Protection

- ▶ Seaway Trail Design Standards
- ▶ Erie Canal Design Standards
- ▶ Erie Canal Scenic Byway Design Standards
- ▶ Identification, Protection & Enhancement of Critical Scenic Resources

Property/Easement Acquisition Plan

- ▶ Braddock Bay West Spit
- ▶ Berger Property
- ▶ Kodak KPY/KPV Property (conservation portion)
- ▶ Talco Property/Manitou Road
- ▶ Dugan Property (conservation/recreation portion)

Public Access, Recreation & Education

The Greece waterfront areas have become popular recreation destinations. However, because of dense development, mostly residential, and environmental sensitivity public access to the waterfront is limited. As mentioned above, the waterfront areas include recreational activities such as walking, boating, in-line skating, canoeing, kayaking, fishing, wind surfing, jet skiing and boating. To accommodate both current and future recreational activities with the least impact on local residents and the environmental, significant planning efforts must be made to identify focused opportunities for recreational facilities in the waterfront areas. Previous planning documents summarized in Chapter 2: Inventory & Analysis, identified several opportunities for parks and trails in the waterfront areas. This waterfront concept builds on the opportunities from those plans as well as identifies new opportunities which specifically address the Greece waterfronts, including the following general elements.

Multi-Use Trail System & Trail Heads

- ▶ Seaway Trail & Alternates
- ▶ Erie Canal Recreationway Trail & Alternates
- ▶ I-390 Trail
- ▶ Salmon Creek Trail
- ▶ Hojack Trail

Fishing Access (landside)

- ▶ Russell Station
- ▶ Edgemere Drive
- ▶ Long Pond Pier
- ▶ Braddock’s Bay Pier
- ▶ Junction Lock
- ▶ Greece Canal Park

Marinas & Boat Launches

- ▶ Braddock’s Bay Marina & Boat Launch
- ▶ Long Pond Marine & Boat Launch
- ▶ Manitou Beach House Marina

- Braddock's Bay Hotel Marina
- Smuggler's Marina & Boat Launch
- Allen's Canalside Marina & Boat Launch
- Greece Canal Park Boat Launch
- Canal Ponds Marina & Hand-Carry Boat Launch
- Henpeck Park Hand-Carry Boat Launch

Active Recreation Sites

- Braddock's Bay Park
- Manitou Beach
- Long Pond Community Boating Center
- Erie Canal Community Boathouse
- Greece Canal Park
- Canal Ponds Park
- Junction Lock

Passive Recreation Sites

- Beatty Point
- Erie Canal South Natural Area

Education/Interpretation

- Seaway Trail Multi-Purpose Access Centers
- Hawk Tower
- Braddock's Nature Center
- Nature Retreat
- Erie Canal Visitors Center
- Junction Lock Historic Site

Implementation Techniques

- Willing Seller Program
- Easement Program

Acquisition/Easement Properties

- Long Pond Convenience Store Site

Circulation, Mobility & Transportation

Circulation and transportation within the Greece waterfront areas is generally good. Pedestrian circulation and public parking in both the coastal waterfront area (Lake Ontario area) and the inland waterfront area (Erie Canal area) can be improved by creating pedestrian streetscapes where possible, multi-use trail connections, and providing small public parking areas near public destinations. The extension of Lexington Avenue and additional multi-use trail connections will provide pedestrian, visual and vehicular access to new development in the inland waterfront area (Erie Canal area). Opportunities exist to improve commercial access and identify new public transportation systems. The following concepts for circulation improvements support land use, water use, conservation, economic development and recreational concepts.

- ▶ Lake Ontario State Parkway/Seaway Trail & Alternates
- ▶ Pedestrian Streetscapes
- ▶ Access to Business Development Lands
- ▶ Lexington Avenue Extension
- ▶ Erie Canal Scenic Byway & Alternates
- ▶ Erie Canal Pedestrian Bridges
- ▶ Water Based & Land Based Shuttles & Tours

Economic Development

The Greece waterfront areas are destinations that currently attract visitors from primarily Monroe and other nearby counties. However, the Town of Greece has a unique opportunity to make its waterfronts larger regional destinations by building on assets that already exist. The Lake Ontario State Parkway and the Seaway Trail, Lake Ontario, Erie Canal, and the unique natural environment within the Braddock Bay Fish and Wildlife Management Area are examples of opportunities to build on. With the tremendous state and federal support of the Erie Canal and the activities taking place in other regional waterfronts, the Town of Greece, with marketing and appropriate infrastructure, can establish a niche that attracts new business and visitors. Two major areas of economic development exist within the town, the development of traditional business and industry (perhaps waterfront enhanced or dependent) and tourism (perhaps with a heritage focus in the Erie Canal corridor and an eco-tourism focus at the Lake Ontario waterfront).

Business & Industry

- ▶ Land Banking
- ▶ Mixed Use Approaches
- ▶ Infrastructure Improvements

Tourism

- ▶ Regional Approach
- ▶ Theme/Identity/Niche/Destinations/Packaging
 - ▶ Eco-tourism
 - ▶ Heritage Tourism
 - ▶ Recreational Tourism
- ▶ Infrastructure (Food, services & lodging)
- ▶ Establishing Strong Destinations
- ▶ Packaging